

**WHAT IS CLAIMED IS:**

1. A method for operating a combined hotel/limited timeshare facility in an area having peak demand periods and non-peak demand periods, comprising the steps of:
  - operating the hotel/limited timeshare facility as a combined hotel/timeshare facility; and
  - attempting to sell a set of peak period timeshares for intervals corresponding to at least some of the peak demand periods, yearly sales and marketing expenses related to the sales attempts for the set of peak period timeshares being defined as yearly peak period expenses,
  - yearly sales and marketing expenses related to sales attempts for non-peak period timeshares of similar duration and quality as the peak period timeshares being less than the yearly peak period expenses.
2. The method as recited in claim 1, wherein the peak demand periods are periods when anticipated occupancy rates exceed a certain percentage, and the non-peak demand periods are periods when anticipated occupancy rates are below the certain percentage.
3. The method as recited in claim 2 wherein the certain percentage is a percentage between 80% and 90%.
4. The method as recited in claim 2 wherein the certain percentage is a percentage between 90% and 95%.
5. The method as recited in claim 2 wherein the certain percentage is a percentage greater than 95%.
6. The method as recited in claim 2, wherein the certain percentage is a current year average occupancy rate for the facility times a certain multiple greater than one.
7. The method as recited in claim 2 wherein the anticipated occupancy rates are determined using historical occupancy rate information for a competitive set of facilities in the area.

8. The method as recited in claim 1 wherein the area is a home to a plurality of regularly recurring events and wherein the intervals for the set of peak period timeshares correspond to the regularly recurring events.
9. The method as recited in claim 8 wherein the plurality of regularly recurring events includes a plurality of regularly recurring sporting events.
10. The method as recited in claim 9 further comprising identifying a target group of regular attendees of the sporting events and wherein the attempting to sell includes attempting to sell only to the target group.
11. The method as recited in claim 9 wherein the sporting events are home games of a team associated with a local institution.
12. The method as recited in claim 10 wherein the target group is defined as season ticket holders for the sporting events.
13. The method as recited in claim 11 wherein the target group includes at least one of students of the local institution, alumni of the local institution, and season ticket holders for the sporting events.
14. The method as recited in claim 1 wherein the intervals have a duration of not greater than three days.
15. The method as recited in claim 1 wherein the set of peak period timeshares include peak period timeshares for non-contiguous intervals.
16. The method as recited in claim 1 wherein the sales and marketing expenses related to the sales attempts for non-peak period timeshares are zero.

17. The method as recited in claim 1 wherein the attempting to sell begins before the operating begins.
18. The method as recited in claim 1 wherein the peak period timeshares are valid for between three years and ten years.
19. The method as recited in claim 1 wherein the peak period timeshares are valid for between three years and perpetuity.
20. The method as recited in claim 1 wherein each of the peak period timeshares is associated with a single unit of the facility.
21. The method as recited in claim 20 wherein the single unit is one of a hotel room, a hotel suite, a building, an airplane seat, and a cabin on a ship.
22. The method as recited in claim 1 wherein the peak period timeshares are attempted to be sold as at least one of lease, a deed, equity in an entity owning the facility, and points to a vacation club.
23. The method as recited in claim 1 wherein the facility is one of an airplane, a ship, a building and a group of buildings.
24. A method for operating a combined hotel/limited timeshare facility in an area having peak demand periods and non-peak demand periods during a year, comprising the steps of:
  - operating the hotel/limited timeshare facility as a combined hotel/timeshare facility during the year; and
  - attempting to sell a set of peak period timeshares for intervals corresponding to at least some of the peak demand periods,
  - wherein a first ratio of sales and marketing expenses to revenues related to sales attempts for non-peak period timeshares is less than a second ratio of sales and marketing expenses to revenues related to the sales attempts for the set of peak period timeshares.

25. A method for operating a combined hotel/limited timeshare facility in an area having peak demand periods during the year when occupancy rates are greater than a certain percentage and non-peak demand periods during a year when occupancy rates are below the certain percentage, the certain percentage being greater than an average occupancy rate of the facility during the year, comprising the steps of:

operating the hotel/limited timeshare facility as a combined hotel/timeshare facility during the year; and

attempting to sell a set of peak period timeshares for intervals corresponding to at least some of the peak demand periods, yearly sales and marketing expenses related to the sales attempts for the set of peak period timeshares being defined as yearly peak period expenses,

yearly sales and marketing expenses related to sales attempts for non-peak period timeshares being less than the yearly peak period expenses.

26. A method for operating a combined hotel/limited timeshare facility in an area having peak demand periods during the year when occupancy rates are greater than a certain percentage and non-peak demand periods during a year when occupancy rates are below the certain percentage, the certain percentage being greater than an average occupancy rate of the facility during the year, comprising the steps of:

operating the hotel/limited timeshare facility as a combined hotel/timeshare facility during the year; and

attempting to sell a set of peak period timeshares for intervals corresponding to at least some of the peak demand periods, yearly sales and marketing expenses related to the sales attempts for the set of peak period timeshares being defined as yearly peak period expenses,

yearly sales and marketing expenses related to sales attempts for non-peak period timeshares being defined as yearly non-peak period expenses,

wherein a first average of the yearly non-peak period expenses per non-peak period timeshare sold is less than a second average of the yearly peak period expenses per peak period timeshare sold.